



To: Members of the Iowa Council on Homelessness
From: Arlinda McKeen, SPPG
Re: Iowa Quality Standards – 2016 Implementation Activities
Date: January 13, 2016

As of December 1, 2015, SPPG is again under contract to continue to support the work of the Council and the State Planning Advisory Committee in implementation of the Iowa Quality Standards that were developed in the previous two years. First, our team wishes to thank the Council for ensuring the steps are taken that allow all programs access to and information about using the Iowa Quality Standards, and for engaging us in those activities.

The scope of SPPG's work during the December 1, 2015 – June 30, 2016 contract period includes the following primary activities:

- Educate and Engage
 - Create a positive identity or image for the Iowa Quality Standards.
 - Develop relevant materials for education and promotion.
 - Ensure materials are available and accessible to all.
- Use and Evaluate the Standards
 - Conduct a demonstration project with four to six organizations providing different types of services that are geographically diverse and are of various sizes.
 - Provide technical assistance as organizations across the state begin to conduct their self-appraisal and work toward implementing standards.
 - Maintain resources on the ICH website and ensure they remain current.

Status of the activities

Several reasons at IFA, including timing of decisions and deadlines for HUD grants, meant the SPPG contract work did not officially begin until December 1, 2015. However, SPPG did undertake some work internally throughout the fall to jump-start progress. SPPG has developed several options for logo and style of the promotional materials. In addition, we worked extensively on the website functionality and in preparing to establish live links to documents once other web features were in place. Numerous exchanges of files and site testing findings were exchanged between IFA and SPPG.

Outdated May 2015 IQS document files that have been on the IFA website since June will very soon be replaced with the live site with the files that were revised following spring outreach, and the Iowa Quality Standards will have its own page on the IFA website. This is the "prerequisite" for all other work that will be undertaken – it was clearly necessary for the final files with linked Appendix documents to be live prior to beginning promotion or asking organizations to participate in a demonstration project.

Next steps include convening by phone the State Planning Advisory Committee in discussion to review potential promotion styles, logo, and demonstration project participation. Very soon after the website is live we will send an email notice, with link to the website, to the broad list that has been involved in outreach and feedback over the past couple of years. The notice will include information that the Iowa Quality Standards are finalized and available for their use. We will also invite programs to volunteer to participate in the demonstration project and provide parameters for that participation.

We at SPPG are excited and look forward to hearing back from programs across the state.